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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRANSMITTAL FOR INFORMATION DISCLOSURE STATEMENTAssistant Commissioner for Patents
Washington, DC 20231

Sir:

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09/264,432

Transmitted herewith for filing and pursuant to 37 C.F.R. § 1.97 is an Information Disclosure Statement.

Enclosed also are the following designated documents, as required under 37 C.F.R. §§ 1.97 and 1.98:

- X Form PTO-1449 list of twenty-three (23) references submitted for consideration.
- X Legible copies of the listed references or their relevant portions.
- All English translations of each nonenglish reference, if any, within the possession, custody, control or availability of anyone designated in 37 C.F.R. § 1.56(c) (see 37 C.F.R. § 1.98(c)).

The following are included within the Information Disclosure Statement if applicable and as required under 37 C.F.R. § 1.98:

- Concise explanation of relevance of each reference not in English and unaccompanied by an English translation.
- Statement that certain listed references not enclosed are substantially cumulative of an enclosed reference.

— Statement that certain listed references not enclosed were previously cited by or submitted to the Office in the identified prior application which is relied upon for an earlier filing date under 35 U.S.C. § 120.

In order to secure consideration of the items designated above, one or more of the following, if required, is also enclosed:

— Promptness Certification.

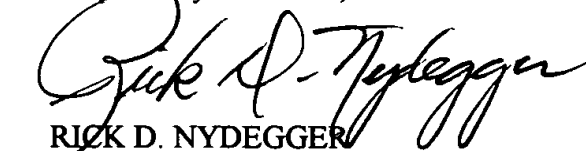
— Check No. _____ in the amount of \$240.00 constituting submission fee under 37 C.F.R. 1.17(p);

— Petition for Consideration and Check No. _____ in the amount of \$_____.

— In the event that 37 C.F.R. § 1.97(c) applies and the Examiner is not satisfied that the Promptness Certification meets the requirements of 37 C.F.R. § 1.97(e), or in any other event remediable by a fee, please credit any over payment or charge any additional fees to Deposit Account No. 23-3178 of the undersigned.

Dated this 14 day of JULY, 1999.

Respectfully submitted,



RICK D. NYDEGGER

Attorney for Applicant

Registration No. 28,651

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RDN:dms

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Phillip Y. Goldman, et al.

Serial No.: 09/264,432 ✓

Filed: March 8, 1999 ✓

For: SYSTEM AND METHOD OF INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIEVAL SYSTEM DISPLAY

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INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

Please find, pursuant to 37 C.F.R. § 1.98(a)(1), the enclosed Form PTO-1449 which contains a list of all patents, publications, or other items that have come to the attention of one or more of the individuals designated in 37 C.F.R. § 1.56(c). While no representation is made that any of these references may be "prior art" within the meaning of that term under 35 U.S.C. §§ 102 or 103, the enclosed list of references is disclosed so as to fully comply with the duty of disclosure set forth in 37 C.F.R. § 1.56.

In accordance with 37 C.F.R. §§ 1.97 and 1.98, a copy of each of the listed references or relevant portion thereof is also enclosed.

Dated this 14 day of JULY, 1999.



Respectfully submitted,

RICK D. NYDEGGER
Attorney for Applicant
Registration No. 28,651

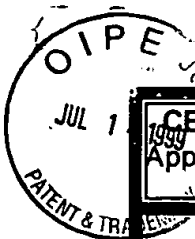
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**CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)**

Applicant(s): Phillip Y. Goldman, et al.

Docket No.
14531.46Serial No.
09/264,432Filing Date
March 8, 1999

Examiner

Group Art Unit

Invention: SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN
INFORMATION RETRIEVAL SYSTEM DISPLAY

I hereby certify that the Transmittal letter (in triplicate), Information Disclosure Statement under 37 C.F.R. § 1.97 (2pgs), Form PTO-1449 (3pgs), Legible copies of twenty-three (23) references, and postcard are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: The Assistant Commissioner for Patents, Washington, DC 20231 on July 14, 1999.

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